



WXYZ

ORDER

Print Date 10/26/12

Page 1 of 4

Flight Dates **10/16/12-10/22/12**

Contract / Revision **306307 /**

Original Date / Revision
07/30/12 10/16/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI - Q4 Issue - 10.16-10.2

Agency Com 15%

Billing Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1086**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 86000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	56	\$73,100.00	\$86,000.00	0.00	10/01/12	10/22/12	56	\$73,100.00	\$86,000.00
Totals	56	\$73,100.00	\$86,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/16/12	10/22/12	6am News M-F Action News 6am	CM	6-7am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 1111--		4		\$900.00		0.00					
		Week: 10/22/12	10/28/12	1-----		1		\$900.00		0.00					
N 2	WXYZ	10/16/12	10/22/12	GMA M-F 7-9am GMA	CM	7-9am M-F	-----	:30	0	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	- 1111--		4		\$900.00		0.00					
		Week: 10/22/12	10/28/12	1-----		1		\$900.00		0.00					
N 3	WXYZ	10/16/12	10/22/12	GMA SAT 7-8am	CM	SAT 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00



WXYZ

Print Date: 10/26/12

Page 2 of 4

Contract / Revision **306307** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 10/16/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue - 10.** Estimate # **1086**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA SAT 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 4	WXYZ	10/16/12	10/22/12	Action News SAT 8am	CM	SAT 8-9am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SAT 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 5	WXYZ	10/16/12	10/22/12	GMA SUN 7-8am	CM	SUN 7-8am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
GMA SUN 7-8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 6	WXYZ	10/16/12	10/22/12	Action News SUN 8am	CM	Sun 8-930am	-----	:30	0	\$350.00	P-4	0.00	NM	1	\$350.00
Action News SUN 8am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
N 7	WXYZ	10/16/12	10/22/12	M-F 11a-12n	CM	11am-12pm M-F	-----	:30	0	\$750.00	P-4	0.00	NM	3	\$2,250.00
M-F 11a-12n															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WXYZ	10/15/12-10/21/12		M-F 11a-12n		11am-12pm M-F	-TWThF----	:30		(\$750.00)		0.00	NM		
See MG 13.6															
[higher rate (no spots can move from Friday)]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	10/22/12-10/28/12		M-F 11a-12n		11am-12pm M-F	M-----	:30		(\$750.00)		0.00	NM		
See MG 13.6															
[higher rate political]															
N 8	WXYZ	10/16/12	10/22/12	12p Noon News	CM	12-1pm M-F	-----	:30	0	\$500.00	P-4	0.00	NM	5	\$2,500.00
12n-1p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$500.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$500.00		0.00			
N 9	WXYZ	10/16/12	10/22/12	M-F 4-5pm	CM	4-5pm M-F	-----	:30	0	\$900.00	P-4	0.00	NM	4	\$3,600.00
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-111---					3	\$900.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$900.00		0.00			
N 10	WXYZ	10/16/12	10/22/12	6p News	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
6-630pm M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 11	WXYZ	10/16/12	10/22/12	7p News	CM	7-730pm M-F	-----	:30	0	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-1111--					4	\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
N 12	WXYZ	10/16/12	10/22/12		CM	6-630pm Sat		:30	0	\$750.00	P-4	0.00	NM	1	\$750.00



WXYZ

Print Date: 10/26/12

Page 3 of 4

Contract / Revision **306307** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 10/16/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**Product **CARE for MI - Q4 Issue - 10** Estimate # **1086**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Early News Sa							-----							
Sa 6-630p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1-	1		\$750.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WXYZ	10/15/12-10/21/12		Early News Sa	6-630pm Sat		-----Sa--	:30	(\$750.00)	0.00	NM			
See MG 12.2														
[College football]														
2	WXYZ	10/20/12-10/20/12		Early News Sa 7p (Foll Sport:7pm Sat			-----Sa--	:30	\$750.00	0.00	NM			
Ⓜ MG for 12.1 10/20														
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00					
N13	WXYZ	10/16/12	10/22/12	Access M-F 730-8pm	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00 NM	5	\$26,250.00
Ent Tonight														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-1111--	4		\$1,800.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$1,800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
5	WXYZ	10/22/12-10/28/12		Access M-F 730-8pm	730-8pm M-F		M-----	:30	(\$1,800.00)	0.00	NM			
See MG 13.6														
[Ford Lions report live]														
6	WXYZ	10/22/12-10/22/12		Detroit Lions Football	830-1130p		M-----	:30	\$19,050.00	0.00	NM			
Ⓜ MG for 14.1,7.4,7.5,22.3,24.1,13.5														
N14	WXYZ	10/16/12	10/22/12	MO 8-10pm Dancing	CM	8-10p	-----	:30	0	\$10,000.00	P-3	0.00 NM	0	\$0.00
MO 8-10pm Dancing														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----	0		\$0.00		0.00					
Week:		10/22/12	10/28/12	1-----	1		\$10,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WXYZ	10/22/12-10/28/12		MO 8-10pm Dancing	8-10p		M-----	:30	(\$10,000.00)	0.00	NM			
See MG 13.6														
[Lions football]														
N18	WXYZ	10/16/12	10/22/12	Friday Prime C	CM	10-11pm Friday	-----	:30	0	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
20/20														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----1--	1		\$4,000.00		0.00					
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00					
N19	WXYZ	10/16/12	10/22/12	ABC Saturday Night Foot	CM	SA 8pm-1130pm	-----	:30	0	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
ABC's Saturday Night Foc														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1-	1		\$3,000.00		0.00					
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00					
N20	WXYZ	10/16/12	10/22/12	Sunday Prime B	CM	8-9pm Sunday	-----	:30	0	\$6,000.00	P-3	0.00 NM	1	\$6,000.00
Once Upon a Time														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1	1		\$6,000.00		0.00					
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00					
N21	WXYZ	10/16/12	10/22/12	Late News M-Su	CM	11-1135pm M-Sun	-----	:30	0	\$2,000.00	P-4	0.00 NM	6	\$12,000.00
11pm Action News Updat														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-11111-	5		\$2,000.00		0.00					

Contract / Revision

306307

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 07/30/12/ 10/16/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue - 10.** Estimate # **1086**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WXYZ	10/16/12	10/22/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Su	-----	:30	0	\$2,000.00	P-4	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-11111-		5				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	10/15/12-10/21/12		Late News M-Su		11-1135pm M-Su	-TWThFSa--	:30		(\$2,000.00)		0.00	NM		
		See MG 21.7 [news is at 1130pm due to college football]													
7	NXYZ	10/20/12-10/20/12		Late News M-Su		11-1135pm M-Su(11:30 PM-12:00	-----Sa--	:30		\$2,000.00		0.00	NM		
		Ⓜ MG for 21.5 10/20 [Sports Late-Run]													
Week:		10/22/12	10/28/12	1-----		1				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	M-----	:30		(\$2,000.00)		0.00	NM		
		See MG 21.8 [news is at 11:30pm on Monday, 10/22]													
8	NXYZ	10/22/12-10/22/12		Late News M-Su		1130pm-1200am(11:30 PM-12:00	M-----	:30		\$2,000.00		0.00	NM		
		Ⓜ MG for 21.6 10/22 [Program Late-Run]													
N22	WXYZ	10/16/12	10/22/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	-----	:30	0	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1111--		4				\$750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	10/15/12-10/21/12		M-F 1135p-1205a		1135pm-1205am	-TWThF----	:30		(\$750.00)		0.00	NM		
		See MG 13.6 [higher rate (also no spots can move from Thursday)]													
Week:		10/22/12	10/28/12	1-----		1				\$750.00		0.00			
N23	WXYZ	10/16/12	10/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----	:30	0	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----1-		1				\$250.00		0.00			
Week:		10/22/12	10/28/12	-----		0				\$0.00		0.00			
N24	WXYZ	10/16/12	10/22/12	Tuesday Prime C Private Practice	CM	10-11pm Tuesday	-----	:30	0	\$5,000.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----		1				\$5,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/15/12-10/21/12		Tuesday Prime C		10-11pm Tuesday	-T-----	:30		(\$5,000.00)		0.00	NM		
		See MG 13.6 [program change - Political Debates]													
Week:		10/22/12	10/28/12	-----		0				\$0.00		0.00			
Totals														56	\$86,000.00